

Lodging: Analysis of the impact of COVID-19 for major lodging companies using the SWOT framework - Company Impact Report - Issue 1

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Abstracts

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SUMMARY

COVID-19, commonly referred to as the Coronavirus, is dominating headlines the world over. The travel & tourism sector is suffering significant disruption and the lodging industry is very much impacted.

KEY HIGHLIGHTS

Occupancy rates around the globe are dropping rapidly, this is reflected in the steep drop in share price for most multi-national hotel companies.

Using the COVID-19 pandemic as a time to create positive PR or plan on future consolidation implies that many potential opportunities are progressive and will provide long term benefits.

A mixture of threats such as 'insufficient insurance' and 'customer backlash' highlights that issues can be created internally and externally.

SCOPE

This report provides insight into what constitute strengths, weaknesses,

opportunities and threats for players in the lodging industry. It also provides examples of relevant companies for each SWOT element.

REASONS TO BUY

Assess the impact COVID is having on industry players

Look at the impact coronavirus is having on share prices

Understand what constitute strengths, weaknesses, opportunities and threats in this industry in the current climate

Look at real-world examples of company strategies

Contents

Overview
Share Price Impact
SWOT Analysis
Company Focus - Strengths
Company Focus - Weaknesses
Company Focus - Opportunities
Company Focus - Threats
References

COMPANIES MENTIONED

Marriott
Hilton
Accor
Expedia
OYO
MGM Resorts
Airbnb

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